

RJ Reynolds

Tobacco Company

STEFAN MAJER
Account Manager
Philadelphia Chain Accounts
486 Thomas Jones Way- Suite 200
Exton, PA. 19341
PHONE: 215-493-8430
FAX: 215-493-3786

February 25, 1998

To: All Division Managers, Retail Managers, and Retail Reps with accountability for
Acme Markets Chain ID 0320-00-00.
ROU's: 1210, 1310, 1610, 1710, please distribute.

Subject: Doral Presence Program In Acme Markets Chain ID 0320-00-00

Dear Ladies and Gentlemen:

In order to improve our 3P's on Doral and slow the growth of GPC in the Supermarket segment we have instituted the following with the approval of Jim Linderman, Category Buyer for Acme Markets.

- Doral \$2.00 carton scanner buydown/\$.20 Pack buydown Effective March 15, 1998 until further notice.
- The Doral Full Flavor King introduction and distribution will be the Week of March 15, 1998. Each store will receive three cartons. You will be sent the code numbers and the UPC tags will be shipped to the store.
- All efforts should be made to place Canopy Pricers. Acme's policy restricts Brand Specific POS. Retail Reps should attempt to place everyday low price POS on the security door pricers or the canopies. The yellow strip on the APD card is an excellent opportunity to write Doral in with the font numbers. The pricer should reflect the buydown price. Everyday low price strips should be used on pack and carton fixtures to gain additional impact.
- The Doral Full Flavor King should be merchandised on pack and carton fixtures, while removing all out of dates/discounted Monarch brands.
- Updated orderbooks will be forwarded shortly.

Authorized Plan-O-Grams with approved pricing signage has been forwarded with a separate letter.

Thank you for your assistance and support with this chain. If you have any questions, please give me a call.

Sincerely,

Steve

Stefan Majer
SM: jh
cc: Jay Loftin
Denny Bomgardner

	Sales	Retail
1221		1222 25, 26
1222		1223
1223		1224 26, 27
1224		1225
1225		RSM
1226		PC SC
1229		MC PA
1240		
1244	RSM	RBM

51846 1721

To: 1710 - Pittsburgh ROU, 1210 - New York ROU (ALVICH),
1310 - Philadelphia ROU (METZG), 1610 - Buffalo ROU (BRZEZIE)
From: Hayes, John
Posted: 2/25/98 16:23
Opened: 2/26/98 8:29
Subject: ACME MARKETS

Dear Ladies and Gentlemen:

Please distribute to the appropriate Reps and Managers

Thanks,

John.

51846 1722